



The Americas Update

November 2004

Business Opportunities

Bolivia

Industry: Health Technologies

Sector: Medical Equipment

Bolivia's University Social Insurance, located in the capital city of La Paz, has announced an open tender for the purchase of **medical equipment** for use in laboratories and hospitals. The tender was announced in local newspapers on November 12, 2004. For more information, visit [IMI 11/15/2004](#)

Brazil

Industry: Automotive & Ground Transportation

Sector: Transportation Services (Other Than Aviation)

Brazil's federal energy company, Petrobras (NYSE: PBR), recently unveiled the rules for a US\$1.1 billion tender to build 53 new **oil-related ships**: 42 oil tankers, 10 support vessels and one storage vessel. Minimum technical, financial and insurance requirements have been set out in the rules. For more information, visit [IMI 11/29/2004](#)

Brazil

Industry: Apparel & Textiles

Sector: Apparel

The large number of young people in the country combined with the tropical climate makes Brazil an attractive market for **surfwear, beachwear, and streetwear**. Surfwear has enjoyed double-digit growth in sales over the last three years and the rise is expected to continue. Streetwear, mainly marketed to urban youth, benefits from a market segment of nearly 2 million consumers. Because 70% of Brazil's 160 million inhabitants live within 100km of the beach, beachwear enjoys a constant demand. For more information on opportunities for U.S. exporters in these sectors, see the information below on the Surf Beach Trade Show and visit [IMI 11/01/2004](#)

Brazil

Industry: Security & Safety

Sector: Security/Safety Equipment

The State Government of São Paulo has recently announced a tender for the purchase of 36 **X-ray scanners** for use in prisons. The smuggling of cellular phones has become a problem for the prison system and the scanners will be used to detect prohibited items on visitors and inmates. As there are no manufacturers of X-ray equipment currently operating in Brazil, this represents a great opportunity for U.S. exporters. For more information, visit [IMI 11/26/2004](#)

Chile

Industry: Health Technologies

Sector: Medical Equipment

Three new medical healthcare centers will be opened in Santiago, Chile over the next four years. A US\$6 million credit line has been set up with PNC Bank for the purchase of **medical equipment** to outfit these new facilities. With the recently completed U.S.-Chile Free Trade Agreement, the costs of exporting to this dynamic market have been significantly reduced. A full list of needed equipment will be provided to interested parties. For more information, visit [IMI 11/03/2004](#)

Colombia

Industry: Aerospace & Defense

Sector: Aircraft/Aircraft Parts

In late November, final specifications will be available for a government purchase of 24 **light turboprop combat aircraft** for the Colombian Air Force. Each plane should cost between US\$5 and \$7 million with an additional \$2 million after corresponding weapon systems and electronic devices are adapted to the aircraft. For more information, visit [IMI 11/05/2004](#)

El Salvador

Industry: Health Technologies

Sector: Medical Equipment

A World Bank-financed project to rebuild seven hospitals destroyed in the 2001 earthquakes will soon bring a public tender for **medical equipment**. US\$100

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million will be put towards the reconstruction and rehabilitation of these hospitals. U.S. exporters will find opportunities in these and other sectors in the Brazilian healthcare industry. For more information, visit [IMI 11/24/2004](#)

Mexico

Industry: Aerospace & Defense

Sectors: Aircraft/Aircraft Parts;

Airport/Avionics/Ground Support Equipment;

Aviation/Helicopter Services;

Operations/Maintenance Services

The airport in Mexico City has recently announced an expansion project to be valued at approximately US\$300 million. The airport's development projects will include a new terminal with between 18 - 22 direct aircraft accesses in addition to 14 remote access sites. Also, parking facilities and a hotel will be built in conjunction with the new terminal. U.S. exporters within the **airport-related goods and services** industries will find business opportunities in this expansion. For more information, visit [IMI 11/03/2004](#)

Mexico

Industries: Automotive & Ground Transportation; Construction, Building & Heavy Equipment

Sectors: Architectural/Construction/Engineering Services; Building Products

A private company in Mexico, Grupo OHL, received a concession to build and operate a bypass of 142 kilometers to connect the tollroads surrounding Mexico City. Over US\$200 million in credit has been extended to Grupo OHL for this project. Opportunities for US exporters of **highway equipment** exist in areas such as signage, lighting and highway security products. For more information, visit [IMI 11/15/2004](#)

Trade Events

Argentina

Industry: Construction, Building & Heavy Equipment

➤ BatiMat Expovivienda 2005

Argentina's largest **construction products** trade show will be held from May 31 to June 4, 2005 in Buenos Aires. The show will provide U.S. companies with an excellent opportunity to reach out to more than 97,000 visitors and 350 exhibitors along with provide a venue in which you can screen possible distributors or business partners. For more information, visit [IMI 11/10/2004](#) and the Batimat Expovivienda website at

<http://www.batev.com.ar/> and click on the "English" link in the upper left-hand corner.

Brazil

Industries: Apparel & Textiles; Consumer Goods & Home Furnishings

- Surf & Beach Show
- Beach & Bikini Fashion Show
- Streetwear & Skate Show
- Surf & Beach Textile Preview Show

These four trade shows will all be held simultaneously from June 28-July 1, 2005 in São Paulo, Brazil. This is the biggest **surf, street and beachwear** fashion gathering in Latin America and represents a great opportunity for U.S. companies to test the effectiveness and market value of their products in Brazil. For more information, visit <http://www.surfbeach.com.br/> and click the "English Version" button on the left side of the screen.

Mexico

Industry: Apparel & Textiles

➤ EXINTEX Textiles 2005

The XIVth annual International Textile Exhibition will be held from March 7th to March 9th, 2005, in Puebla, Mexico. This trade event, having been certified by the U.S. Department of Commerce for the last two years, is considered the most important in Mexico and one of the best in Latin America for **textiles**. [Click here](#) for more information.

Useful Websites

2004 National Export Strategy

The 2004 edition of the annual report of the Trade Promotion Coordinating Committee details the successful outcome of the administration's three-year effort to streamline bureaucracies and make federal trade-promotion programs more responsive, efficient, and easier to use. The report also includes the administration's export strategy for China, ways to take advantage of new and forthcoming free trade agreements, and strategies for doing business with countries that have sustained recent economic crisis.

Banks World Wide

This website lists all government and private banks in all countries of the world. The United States page shows all Federal Reserve banks as well as a state-by-state listing of private banks.